

# Word order does not constrain phonological activation in single word production

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## Abstract

It has recently been claimed that the canonical word order of a given language constrains phonological activation processes even in single word production (Janssen, Alario, & Caramazza, 2008). This hypothesis predicts for languages with canonical adjective-noun word order that naming an object (i.e., noun production) is facilitated if the task-irrelevant colour of the object (i.e., adjective) is phonologically similar to the object name (e.g., blue-boat as compared to red-boat). By contrast, there should be no corresponding effect in naming the colour of the object (i.e., adjective production). In an experiment with native speakers of German, however, we observed exactly the opposite pattern. Phonological congruency facilitated colour naming but had no effect on object naming. Together with extant data from other languages our results suggest that object colour naming is affected by the phonology of the object name but not vice versa, regardless of the canonical word order in the given language. © 2011 Psychology Press Ltd.

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## Keywords

Phonological activation, Speech production, Word order